GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

AHDD&F Department – Promotion of Domestic consumption of fish/prawn in the State – Scheme Guidelines for promotion of domestic fish/shrimp marketing – Guidelines for formation and strengthening of AFSs / FFPOs - Approved - Orders – Issued.

ANIMAL HUSBANDRY, DAIRY DEVELOPMENT AND FISHERIES (FISH) DEPARTMENT

G.O.RT.No. 176 Dated: 16-10-2020.
Read:

From the Commissioner of Fisheries, A.P., Vijayawada, Lr.No.1890/I-3/2020, Dt: 09.10.2020.

** * **

O R D E R:-

Government after examination of the proposal of the Commissioner of Fisheries, A.P. Vijayawada in the reference read above, hereby approve the (1) Guidelines on formation and strengthening of APFSs/FFPOs, (2) Operational guidelines for promotion of Domestic Marketing through Aqua Farmer Societies (AFSs) and (3) Request for proposal (RFP) and accorded permission to the Commissioner of Fisheries, A.P Vijayawada to call Request for proposal (RFP). The Guidelines are appended as Annexure-1, Annexure-2, Annexure -3 to this order.

2. The Commissioner of Fisheries, A.P., Vijayawada shall take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

To
The Commissioner of Fisheries, A.P. Vijayawada.
Copy to:
The P.S to M(AHDD&F)
The P.S to Special Chief Secretary to Government, AHDD&F Department (FAC).
SC/SF.

\\ FORWARDED :: BY ORDER \\

SECTION OFFICER.

ANNEXURE – I

(Annexure to G.O.Rt.No. 176 , AHDD&F(FISH) Dept., Dt: 16.10.2020.)

Guidelines for Formation & Strengthening of Fish Farmer Producers Organizations (FFPOs)/ Aqua Farmers Societies (AFSs).

Government of Andhra Pradesh
Department of Fisheries
September, 2020

Introduction

Andhra Pradesh stands first in the country in the fisheries sector both in terms of total fish and prawn production and total value of fish products. In 2017-18, the State had fish production of 34, 49,560 tons (28, 44,610 tons of inland fish and 6, 04,950 tons of marine fish) accounting for 27.4 % of India's production. The State is blessed with 974 kms of coastline, The State is endowed with vast inland public water bodies at an estimated water spread area of about 2.67 lakh hectares in the form of small reservoirs (1.50 lakh Ha), medium reservoirs (0.28 lakh Ha) and large reservoirs (0.89 lakh Ha). There are 350 Fish landing Centers holding 26,874 marine fishing crafts, 107 cold storages, 92 processing plants (4813 MT/day), 998 Aqua shops, 37 feed mills, 389 hatcheries and 228 Aqua labs.

The contribution of fisheries sector to State GSDP is 8.67 % (Current prices, 2019-20, AE). The Fish Production increased from 19.78 Lakh Tonnes in 2014-15 to 41.75 Lakh Tonnes in 2019-20 with average annual growth rate of 15.6%. The Gross Value Addition (GVA) from fisheries increased from Rs.17621 Crores in 2014-15 to Rs.50660 Crores in 2019-20 with average annual growth rate of 22.5% (constant prices). The State is contributing 36.13% share (Rs.16825 Crores) in total Seafood exports value of the country. The Aquaculture area in State increased from 1.40 lakh hectares in 2014-15 to about 2.00 lakh hectares in 2019-20

Fisheries and aquaculture remain an important source of food, nutrition, employment and income for millions, especially the rural populations. The sector provides livelihood to about 26.50 lakhs people at the primary level of the value chain. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and nutrient deficiency. Hence it is essential that sustained and focused attention is given to the fisheries sector through policy and financial support to accelerate its development in a sustainable, responsible, inclusive and equitable manner.

Various schemes and policies of the State Government has supported interventions in the best way at each step of the fish value chain for developing fisheries sector across the State through enhanced production and exploring export. In spite of having highest production, the per capita consumption in the State is very low (1.8 kg per capita per annum in rural areas and 1.32 kg per capita per annum in urban areas) in comparison to average national per capita fish consumption of 7.5 kg to 10 kg per year and the global average of 20 kg to 30 kg per capita fish consumption per year. The State needs dedicated efforts on enhancing the per capita consumption of fisheries in the State and Promotion of Aqua Farmers Societies(AFSs)/Fish Farmers Producers Organization (FFPOs) and appropriate value chain interventions seems the right approach to organize the fish farmers, build their capacities and enhanced participation in overall growth of fisheries sector.

“The Fish Farmer Producers Organization (FPPOs)/ Aqua Farmers Societies (AFSs) Promotion Guidelines” is an effort to document broad contour for FFPOs/AFSs promotion, guiding principles and process for all practitioners, stakeholders, Fisheries Societies. The guidelines focuses on specifics to formation of FFPOs/AFSs and for rest of the provisions, State may look to the provision of the Guideline issued by the central Government on formation and promotion of 10000 FPOs.

Objectives

1. Promotion of Fish farmers Producer Organizations (FFPOs) and Aqua Farmers Societies (AFSs) under MACS Act 1995 or Companies Act 2013 for enhancing the bargaining power of fishers and fish Farmers by creating better avenues for marketing of live fish, fresh fish, processed fish, fresh shrimp and other aqua products.

2. Promotion and Strengthening of FFPOs/AFSs as business Startups and build their capacities on better production technologies, collective procurements of inputs and produce aggregation and creating better marketing opportunities for enhance price realization, enhance domestic consumption and finally to increase the contribution of the fisheries sector to the State’s GDP substantially.

3. Reduction in the post-harvest losses by improving the domestic marketing facilities through infrastructure support to AFSs, developing Urban and rural retail markets and by creating the aqua bazars and promoting the logistic

facilities in between the AFSs and FFPOs, aqua bazars, existing local markets and Janata bazars.

4. Establishment of the Aqua Bazars in all constituenciesas far as possible and developing value chain by leveraging benefits of economies of scale through AFSs. The AFSs will develop and manage Aqua Bazars and will be responsible for sourcing aqua products from production FFPOs including live fish and fresh fish/shrimps and supplying it to retail points/Janata bazar, retail vending centers, aqua enterprises and Fish Kiosks.
5. Providing the new markets access to the Aqua Farmers directly through the FFPOs/AFSs for ensuring the better price realization by reducing the intermediate players of the supply chain.
6. Optimally harness the per capita consumption potential of the State by strengthening fish supply chain and marketing in a responsible and sustainable manner through AFSs and FFPOs
7. Promote various value chain interventions for management of Government fish seed farms, management of Custom hiring centers and Cage culture in reservoirs/ backwaters, open sea and other culture practices. The FFPOs for these activities will also be formed in the due course of time.

Vision:
Transforming Fisheries Sector and fish farmers from subsistence to a profitable livelihood

Mission:
Inclusive development of fish farmers through enhanced per capita domestic consumption and export of live, fresh fish and shrimp along with other aqua products by integrating AFSs and FFPOs with the entire fisheries value chain.

Understanding Fish Farmer producer Organizations (FFPO) and Aqua Farmers Societies (AFSs):
FPO is a generic name, which means and includes farmer- producers' organizations incorporated/ registered under various acts like cooperative societies action, companies act, MACS etc. For the purpose of leveraging collectives' benefit of economies of scale in production and AFSs are formed for taking up marketing for improving domestic consumption, Pre-processing and processing activities to protect the interest.

The FFPOs will be formal body incorporated under the AP-MACS Act 1995 or Companies Act 2013. Based on the primary activity and specific role of the FFPO in collectivization and the value chain activities at cluster level. On a macro level for promoting **marketing** and **processing** activities **Aqua Farmers Societies** (AFSs) – to work on the Infrastructure development related to storage, marketing, processing, brand building, supply chain management and end to end management of services related to pre-producing, processing, marketing and export of the aqua products,

Primary Produce
Produce of Fish farmers/fishers from fisheries and related activities including live fish, fresh fish/shrimps, other marine products, processed fish/shrimps, other aqua products and derivatives including any by-product and product resulting from ancillary activities thereof. Also, any activity intended to increase the production or quality of aforementioned products or activities.

Producer
Any person engaged in any activity connected with or relatable to any primary produce.

Producer Institutions
Producer Organizations or Institution having only producer(s) or Producer Organizations (incorporated as cooperative Society or any that Act) as its members having specified objects and agreeing to make use of the services of the Producer Organizations.

Fish Farmer Producer Organizations (FFPOs)
Fish Farmer Producer Organization will be a Producer Institution registered/incorporated under the **Andhra Pradesh Mutually Aided Cooperative Act 1995 or Companies Act, 2013**; and having specified objects and activities related to collectivization and fisheries value chain. Ownership and membership of such companies is held only by 'Primary Producers' or 'Producer Institution', and member equity shall not be publicly traded. However it may be transferred, only with the approval of the board of directors of the Producer Organization.

Who can form FFPO?
Any one of the following can get a FFPO incorporated under the mentioned Acts of AP-MACS or Section Companies Act-2013 based on the provisions laid out in the respective acts:

- Any ten or more persons engaged in any activity connected with primary produce, or
- Any two or more producer institutions or companies, or
- A combination of ten or more individuals and producer institutions.

Production FFPOs:
To collectivize Fish farmers spread across the district into various production clusters engaged in Fish farming and related activities shall be organized into Production FFPOs. **"Aqua Production Cluster"** for purpose of FPO formation and management herein means a geographical area wherein fish farming/fisheries/fish cultivation is practiced by larger community in a significant scale; so that, an FPO can be formed for leveraging economies of scale in production and marketing.

Production cluster area is to be identified with the inputs from Nodal Agency i.e Department of Fisheries as well as with recommendations of Technical experts/progressive fish farmers/fish entrepreneurs etc.

Geographical coverage/area

The admission of members for formation of Production FFPOs may preferably spread over an Aqua Production cluster of districts only. A district may have more than one Production FFPO depending upon the production potential and farmers Interest of fish farmers of the Production clusters.

Eligibility for Membership

- Should be a resident of the geographical area of the FFPO confined to the District and shall not include members from other Districts.
- Aged between 18 years to 60 years.
- Must have fisheries as a profession (capture,culture, marketing, value additionand practicing owner or registered lease holder for aqua culture land)
- Existing cooperative societies as an unit only and individual members of those societies cannot become direct shareholder of production FFPOs
- All Genders

Share Capital and Membership

With a minimum share value is Rs.100/-, each and every member must have a minimum of 10 shares. A single member/Institution shall not possess more than one tenth of the total share capital of the FFPOs. Institution/Societies shall have minimum of 100 shares to become member of the FFPO. Member of FFPOs shall not be eligible for admissionas member of other FFPOs which will have similar objectives.Directors/promoters/initiators can have 100 or more than 100 share seach to infuse additional share money required for business operation. Each Production FFPOs shall have a minimum of 10 shareholders/promoters andcan go up to 300 to 500 or even more members depending upon the potential of the production cluster.

Strategy for Formation of Production FFPOs

The Promoting Institution/Department should select the area of operation through a detailed diagnostic study. This is basically done through primary and secondary research, interaction with farmers, understanding the demand-supply aspect of the product and assessing the overall risk factor involved in the entire venture.

Post finalization of the production clusters starts the entire process, through meeting with the producers, developing rapport with them and introducing the concept amongst them. Once the concept is understood by the group, generally an exposure visit to successful site is organized to further strengthen the understanding of the identified group of producers. This involves interaction with producers already involved with a producers organization engaged in similar kind of activities. It is mainly done to facilitate on-farm learning, sharing and enhance the motivation level of the potential members. Once the potential members are convinced with the concept, it is followed by focused group meeting with them. The meetings generally focus on discussing the objectives as well as possible ideas for formulation and strengthening the venture. Once the concept is well accepted, a common understanding is developed small informal groups, Fish Producer Groups shall be

formed with members of similar socio economic condition and living in the same Village/panchayat. The detailed processes to be followed are follows:

a. **Diagnostic study:** A diagnostic study should be taken up in the identified clusters to find out the scope of production, production technology, status of community institutions, present practices, socio-economic status of fish farmers/fishers, access to resources, production and consumption pattern, infrastructure, access to production and marketing services, etc.

b. **Community Mobilization:** Based on the findings of the Diagnostic study, fish farmers will be first collectivized under Fish Producer Groups (FPGs). Each FPG will comprises of the 20-50 fish farmers at the RBK/village level.

c. **Formation of the FFPOs:** Production FFPOs shall be formed at production cluster level by organizing FPGs members and other societies with common interest. Individual members of such FPGs can become members of the production FFPOs. Society registered under relevant act and with common interest and purpose, can also become the member of such FFPOs. Production cluster spread across not more than one District and more than one production FFPOs can be developed in each district based on the potential of the district and farmers interest. Special emphasis will be given to organize women fish farmers into FPGs and FFPOs.While incorporation or after that, minimum 6BoDs should be selected among the initial promoters/shareholders for effective governance of the FFPO. Production FFPOs can have More than 100 members and number of shareholders will depend on business viability and sustainability of the FFPOs and accordingly more members can be included as shareholders of the FFPOs.

d. **Preparation of the Business plans:** Once FFPOs is incorporated, FFPO shall prepare prospective business plan for 3-5 years and the same shall be submitted to the nodal agency/Fisheries Department. With the approval and linkage from the nodal agency the same can be submitted to the financial institutions/banks/funding agencies for accessing the loan if required for various production related activities.

e. **Production support to FFPOs:** FPGs and FFPOs members shall be provided hand holding support, training and extension services, access to quality inputs, resources and government schemes, demonstrations of new technologies etc. for better productivity and quality production of fish/shrimps. FFPOs will be supported in procuring the fresh/live/processed fish, fresh shrimp and other aqua products from member fish farmers and other individuals as per the requirement and indent of the District marketing FFPOs for Aqua Bazars and various retail outlets/Janata bazar in urban and rural areas. Small infrastructure for storage of input and produce shall also be created at Production FFPOs to ensure adequate volume for business transaction.

Steps to be followed for the formation of the FFPOs	
Step 1	Diagnostic Study and finalization of Clusters
Step 2	Meeting with the villagers and introduce the concept
Step 3	Exposure visit to a Producer Organization
Step 4	Motivating eligible members to form FPGs
Step 5	Meeting the FPGs and discuss objectives/possible business ideas and share money collection
Step 6	Drafting of Memorandum and articles of association/by-laws
Step 7	Conduct First formal meeting of the shareholders to approve: • Memorandum and articles of association/by-laws • Selection/election of promoter • Authorized Capital and Cost of each share •

Broad Services and Activities to be undertaken by Production FFPOs

The FPOs may provide and undertake following relevant major services and activities for their development as may be necessary:

- Undertake the business of production, harvesting, procurement, grading, pooling, handling, marketing, buying, selling, supplying, trading, processing of aqua products like live fish, fresh fish/shrimps, other marine species, value added/processed aqua products etc.
- Supply inputs like seeds/fingerlings, growth promoters, manures, fertilizers, pesticides, farm machinery, farm tools, feeds etc. to its member fish farmers and other fish farmers of the production cluster
- Supply of the live fish, fresh fish/shrimp and processed aqua products to the marketing AFSs/Janata Bazars/Aqua Bazars/retail points etc.
- Provide need based production and harvesting equipment like Drag nets, Weighing Machines, Crates, Trays etc., on custom hiring basis to the members.
- Collectivizing, storing, and distributing the harvested produce of its group members.
- Procurement of the live fish, fresh fish and shrimp from the FPO farmers, individuals, private players, RBKs and supplying/distributing the same to the Janata Bazars, Existing markets and retail outlets through marketing AFSs.
- To manufacture, sale or supply of machinery, equipment or consumables mainly to its Members.
- To provide education on mutual assistance principles to its members and others.
- To provide all types of welfare measure or facilities for the benefit of members or primary producers as may be decided by the Board.

Marketing -Aqua Farmers Societies (AFSs)

To enhance the per capita consumption through domestic marketing and utilizing 30% of fisheries production within the State by providing the availability of live fish, fresh fish, fresh shrimp and other aqua products marketing by Marketing Aqua Farmers Societies (AFSs) shall be promoted with the support from Government. Support will also be provided for establishing the marketing channels through Aqua Farmers Societies (AFSs) for reaching out the domestic consumers. Also, Aqua Farmers Societies (AFSs) will be instrumental for taking up marketing activities and Infrastructure development related to aqua Product, storage, pre-processing and processing, logistics, inventory and distribution mechanism for promotion of domestic consumption in each district.

Geographical area:

The admission of members for formation of Marketing AFSs may spread over to a district only. Not more than one AFSs shall be promoted in each district.

Eligibility for Membership:

- Should be a resident of the geographical area of the Marketing Aqua Farmers Society confined to the District and shall not include members from other Districts. Inclusion of at least one representative from each Assembly Constituency should be preferred.
- Must be a progressive farmer or entrepreneur engaged in Production/pre-processing/processing and marketing of fish/shrimps and other aqua products.
- Aged between 18 years to 60 years.
- Must have fisheries as a profession (culture, marketing, value addition)
- Practicing Technocrats/experts/entrepreneurs (possessing a certificate in fisheries courses/ trained in reputed institutions/agencies and practicing aqua culture production/marketing/value addition/pre-processing/processing)
- It the aqua farmer, Should be either a practicing owner or lease holder holding in minimum of 4 hectares land engaged in aqua culture practices.
- All Genders

Share Capital and Membership

With a minimum share value is Rs.1000/-, each and every member must have a minimum of 10 share. A single member shall not possess more than one tenth of the total share capital of the Aqua Farmers Society. Each Marketing AFS shall have a minimum of 10 shareholders/promoters depending upon the potential of the district. And can be raised as per the requirement and BoDs decision.

Strategy for Formation Marketing- Aqua Farmers Societies

- District level Marketing Aqua Farer Society will be promoted across 13 district of Andhra Pradesh comprising of progressive aqua farmers and entrepreneurs of the districts to lead marketing of live and fresh fish/prawns and other aqua products through aqua Bazaars.
- Diagnostic study including Baseline survey shall be conducted, to find out production status of the district, various players involved in fish/shrimps value chain, existing gap and potential activity, interventions in terms of

infrastructure, services, etc. required for enhanced domestic consumption in the State.

- To initiate Marketing AFSs minimum of 10 progressive fish farmers or entrepreneurs shall be identified from various parts of the districts with emphasis of covering all constituencies. These fish farmers or entrepreneurs should be provided critical guidance, confidence and support to motivate them to come together as a collective and anchor marketing and infrastructure development in the district.
- Marketing Aqua Farmers Society shall be registered under the Andhra Pradesh Mutually Aided Cooperatives Societies Act 1995 (MACS Act).
- While incorporating or after that, minimum 6 BoDs should be selected among the initial promoters/shareholders for effective governance of the marketing AFS.

Broad Services and Activities to be undertaken by marketing AFSs :

The marketing AFSs may provide and undertake following relevant major services and activities for their development as may be necessary:

- Marketing AFCS can carry out all the business of aquaculture value chain including but not limited to production, harvesting, procurement, sorting, grading, pooling, handling, value addition, marketing, selling, export and import, storage, packing, buying, selling, distribution, trading and processing of all aquaculture products
- Marketing AFS shall be engaged in sourcing of live and fresh fish/prawns and other aqua products from various Production FFPOs, traders, fishers, entrepreneurs etc. and manage entire supply chain and logistics and ensure availability, affordability, hygienic and quality aqua products at aqua Bazar, retails points, Janata bazaar etc. to enhance domestic consumption
- Marketing AFS shall be responsible for setting up of the aqua Bazar in respective districts and creation of other infrastructures required including, but not limited to pre-processing and processing for end to end management of entire value chain starting from production to marketing of the produce at retail points/Janata bazaar in urban and rural areas.
- Marketing AFS will facilitate and support production FFPOs in ensuring quality production by its member farmers as per the accepted quality standard, market preference and domestic demand. They will facilitate the procurement processes and provide logistics support to production FFPOs in sourcing live fish, fresh fish/shrimps and other aqua products from respective production clusters/districts.
- To manufacture, sale or supply of machinery, equipment or consumables mainly to its Members and Production FFPOs.
- To establish retail and wholesale outlets across the State to sell the products and to develop marketing linkages in achieving the main objective of the marketing AFSs.
- To provide all types of welfare measure or facilities for the benefit of members or primary producers as may be decided by the Board.

- The marketing AFSs will maintain aqua bazaars with suitable infrastructure for supply of live fish, fresh fish and shrimp to Janata bazaars, retail outlets etc.,
- To render technical services, education, consultancy services, training, research and development and all other activities for the welfare and promotion of the interests of its members and associated Production FFPOs.
- Develop and maintain Marketing distribution system at district and constitution level

Pre-Processing- Aqua Farmers Societies.

To take up the Pre-Processing activities like sorting, grading, beheading, peeling,icing etc. and Infrastructure development for pre-processing activities. The Pre-Processing Aqua Farmers Societies (AFSs) will be promoted in potential Districts preferably covering production clusters.

Geographical area:

The admission of members for formation of Pre-Processing AFSs may spread over to a district preferably covering all potential production clusters.

Eligibility for Membership:

- Should be a resident of the geographical area or should have the own/leased land engaged in the fish/shrimp and other aqua cultivation of the Pre-Processing AFSs confined to the District and shall not include members from other Districts.
- Must be a progressive farmer or entrepreneur engaged in Production/pre-processing/processing and marketing of fish/shrimps and other aqua products.
- If aqua farmer he/she Should be either a practicing owner or lease holder with minimum holding of 4 hectares land engaged in aqua culture practices.
- Aged between 18 years to 60 years.
- Must have fisheries as a profession (culture, marketing, value addition)
- Practicing Technocrats/experts/entrepreneurs (possessing a certificate in fisheries courses/ trained in reputed institutions/agencies and practicing aqua culture production/marketing/value addition/pre-processing/processing)
- All Genders

Share Capital and Membership

With a minimum share value is Rs.1000/-, each and every member must have a minimum of 10 share. A single member/Institution shall not possess more than one tenth of the total share capital of the Pre-Processing Aqua Farmers Societies. Each Pre-Processing AFS shall have a minimum of 10 shareholders/promoters depending upon the potential of the district. And can be raised as per the requirement and BoDs decision.

Strategy for Formation of Pre-Processing Aqua Farmers Societies.

- District level Pre-Processing AFS will be promoted across potential districts of the State comprising of progressive aqua farmers or entrepreneurs of the production clusters to work upon Pre-Processing of fish/prawns and other marine species.

- To initiate Pre-processing AFCS, minimum of 10 progressive fish farmers or entrepreneurs shall be identified from various parts of the districts with emphasis of covering all potential aqua production clusters. These fish farmers/entrepreneurs should be provided critical guidance, confidence and support to motivate them to come together as a collective and anchor pre-processing and infrastructure development in the district.
- Pre-processing AFCS shall be registered under the Andhra Pradesh Mutually Aided Cooperatives Societies Act, 1995 (MACS Act).
- While incorporating or after that, minimum 6 BoDs should be selected among the initial promoters /shareholders for effective governance of the AFCS (Pre-processing)

Broad Services and Activities to be undertaken by Pre-processing AFS:

The pre-processing AFS may provide and undertake following relevant major services and activities for their development as may be necessary:

- Pre-processing AFS can carry out all the business related to pre-processing of fish, shrimps and other marine species including but not limited to procurement, sorting, grading, icing, beheading, peeling, pooling, handling, marketing, selling, export and import, storage, packing, buying, selling, supplying, and trading.
- Pre-processing AFS shall be engaged in sourcing of fish/prawns and other marine species from various Production FFPOs, traders, fishers, entrepreneurs etc.
- Pre-processing AFCS will be engaged in primary processing and distributing the material to the existing Processing units/ Processing AFSs on the continuous basis as well as to aqua bazaars for marketing of minimally processed products.
- Pre-processing AFS shall be responsible for setting up of the Pre-Processing units and creation of other infrastructures in respective districts preferably at production clusters for the pre-processing of fish/shrimp and distribution of the primarily processed material to the processing unit for further processing and aqua bazaar for marketing through the retail points/Janata bazaar in urban and rural areas.
- The pre-processing AFS may tie up with suitable reputed companies for operation and management of pre-processing activity and other related services.
- Pre-processing AFS shall also procure the produce of aqua farmers during the distress/disaster/pandemic conditions to ensure remunerative price to member/ farmers of production FFPOs.
- Provide all types of welfare measure or facilities for the benefit of members or primary producers as may be decided by the Board.
- Render technical services, education, consultancy services, training, research and development and all other activities for the welfare and promotion of the interests of its members and associated Production FFPOs.

- Create additional job opportunity and livelihood at the production clusters especially for women through various activities related to pre-processing of fish/shrimp and other marine species.

Processing - Aqua Farmers Societies

To take up the Processing activities and related Infrastructure development, Processing AFSs will promoted in potential Districts in potential locations. Processing AFSs will continuously procure fish/shrimps and other marine species from the Pre-Processing AFSs/Production FFPOs throughout the year by entering tripartite agreement between government, reputed company to secure remunerative price proposed by government during distress/pandemic situations.

Geographical area:

The admission of members for formation of Processing AFSs may spread over to a district preferably covering all potential production clusters.

Eligibility for Membership:

- Should be a resident of the geographical area, or should have the own/leased land engaged in the fish, shrimp and other aqua cultivation confined to the District. Members from other Districts shall not include.
- Must be a progressive farmer or entrepreneur engaged in Production/pre-processing/processing and marketing of fish/shrimps and other aqua products.
- It the aqua farmer, he/she should be either a practicing owner or lease holder lease holding in minimum of 4 hectares land engaged in aqua culture practices.
- Aged between 18 years to 60 years.
- Must have fisheries as a profession (culture, marketing, value addition)
- Practicing Technocrats/experts/entrepreneurs (possessing a certificate in fisheries courses/ trained in reputed institutions/agencies and practicing aqua culture production/marketing/value addition/pre-processing/processing)
- All Genders

Share Capital and Membership

With a minimum share value is Rs.1000/-, each and every member must have a minimum of 10 share. A single member shall not possess more than one tenth of the total share capital of the AFSs. Each Processing AFSs shall have a minimum of 10 shareholders/promoters depending upon the potentiality of the district. Further,can be raised as per the requirement and BoDs decision.

Strategy for Formation of Processing AFSs

- District level Processing AFSs will be promoted across potential districts of the State comprising of progressive farmers or entrepreneurs of the production clusters to work upon Processing of fish/prawns and other marine species.
- To initiate a Processing AFSs, minimum of 10 progressive fish farmers or entrepreneurs shall be identified from various parts of the districts with emphasis of covering all potential aqua production clusters. These fish

farmers/entrepreneurs should be provided critical guidance, confidence and support to motivate them to come together as a collective and anchor pre-processing and infrastructure development in the district.

- Processing AFSs shall be registered under the Andhra Pradesh Mutually Aided Cooperatives Societies Act, 1995 (MACS Act).
- While incorporating or after that, minimum 6 BoDs should be selected among the initial promotors/shareholders for effective governance of the AFCSs.

Broad Services and Activities to be undertaken by Processing AFCSs:

The Processing AFSs may provide and undertake following relevant major services and activities for their development as may be necessary: -

- Processing AFSs can carry out all the business related to processing of fish/shrimps and other marine species including, but not limited to procurement, freezing, heating, irradiating, drying, pooling, handling, marketing, selling, export and import, storage, packing, buying, selling, supplying, and trading.
- Processing AFSs shall be engaged in sourcing of fish/prawns and other marine species from various Production FFPOs, Pre-Processing AFSs, traders, fishers, entrepreneurs etc.
- Processing AFSs will be engaged in processing and distributing the material to the aqua bazars on continuous basis for marketing of processed aqua products.
- Processing AFSs shall be responsible for setting up of the Processing unit and creation of other infrastructures in respective districts preferably at production clusters for the processing and distribution of the processed fish/shrimps and other aqua products to the aqua bazar for marketing through the retail points/Janata bazar in urban and rural areas and export market.
- The processing AFSs may tie up with suitable reputed companies for operation and management of Processing units and other related services.
- Processing AFSs shall also procure the produce of aqua farmers during the distress/disaster/pandemic conditions to ensure remunerative price communicated by government to members/ aqua farmers of production FFPOs. In this connection the AFS shall enter tripartite agreement with Government and Company who supporting business in all the time.
- Provide all types of welfare measure or facilities for the benefit of members or primary producers as may be decided by the Board.
- Render technical services, education, consultancy services, training, research and development and all other activities for the welfare and promotion of the interests of its members and associated Production FFPOs.
- Create additional job opportunity and livelihood at the production clusters especially for women through various activities related to processing of fish/shrimp and other marine species.

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

ANNEXURE – II

(Annexure to G.O.Rt.No.176, AHDD&F(FISH) Dept., Dt: 16.10.2020.)

PROMOTION OF DOMESTIC CONSUMPTION THROUGH AQUA FARMERS SOCIETIES (AFSs) AND VALUE CHAIN INTERVENTIONS

OPERATIONAL GUIDELINES

Government of Andhra Pradesh
Department of Fisheries
September, 2020

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1. Introduction:

1.1. India is one of the largest fish producing countries in the world and shares 7.58% to the global production. Contributing 1.24 % to India's' Gross Value Added (GVA) and 7.28% (2018-19) to the agricultural GVA, fisheries and aquaculture continue to be an important source of food, nutrition, income and livelihood to millions of people.

1.2. Andhra Pradesh stands first in the country in the fisheries sector both in terms of total fish and prawn production and total value of fish products. In 2017-18, the State had fish production of 34, 49,560 tons (28, 44,610 tons of inland fish and 6, 04,950 tons of marine fish) accounting for 27.4 % of India's production. The State is blessed with 974 kms of coastline, The State is endowed with vast inland public water bodies at an estimated water spread area of about 2.67 lakh hectares in the form of small reservoirs (1.50 lakh Ha), medium reservoirs (0.28 lakh Ha) and large reservoirs (0.89 lakh Ha). There are 350 Fish landing Centers holding 26,874 marine fishing crafts, 107 cold storages, 92 processing plants (4813 MT/day), 998 Aqua shops, 37 feed mills, 389 hatcheries and 228 Aqua labs.

1.3. The contribution of fisheries sector to State GSDP is 8.67 % (Current prices, 2019-20, AE). The Fish Production increased from 19.78 Lakh Tonnes in 2014-15 to 41.75 Lakh Tonnes in 2019-20 with average annual growth rate of 15.6%. The Gross Value Addition (GVA) from fisheries increased from Rs.17621 Crores in 2014-15 to Rs.50660 Crores in 2019-20 with average annual growth rate of 22.5% (constant prices). The State is contributing 36.13% share (Rs.16825 Crores) in total Seafood exports value of the country. The Aquaculture area in State increased from 1.40 lakh hectares in 2014-15 to about 2.00 lakh hectares in 2019-20

1.4. Fisheries and aquaculture remain an important source of food, nutrition, employment and income for millions, especially the rural populations. The sector provides livelihood to about 1.4 million Fish farming families at the primary level of the value chain. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and nutrient deficiency. Hence it is essential that sustained and focused attention is given to the fisheries sector through policy and financial support to accelerate its development in a sustainable, responsible, inclusive and equitable manner.

1.5. Within the State West Godavari and Krishna are the most prominent districts for the fisheries and shrimp cultivation but majority of the same has been exported outside the country. The average national per capita fish consumption is 7.5kg to 10kg per year and he global average ranges between 20kg to 30kg per capita fish consumption per year. The per capita consumption of our State is 1.8kg (rural areas) and 1.32kg (urban areas) according to 'Handbook on Fisheries Statistics 2018'.

1.6. As per the recommendations by the health organizations adding fish to diet twice a week may reduce the risk of heart diseases. The protein content in the chicken is 25 and in fish it ranges from 16 to 25 based on the variety of fish. Fish provides a unique benefit over chicken in the form of its healthy omega-3 fatty acids which can protect against cardiovascular disease. Fish also contain significant amounts of essential amino acids, especially lysine which is low in cereals. Therefore, fish protein may be used to complement important amino acids and also to improve overall protein quality of a mixed diet (FAO, 2005).Other important factor for promoting fish consumption is high vitamin content specially Vitamin D and Vitamin A, less expensive than chicken (by not considering the premium varieties), availability of more varieties, high protein and less fat. Even if the meat got attached the labels like “free-range” and “organic”, there will be a huge doubt whether the standards have been met. Fish however, has a more track able supply chain by differentiating itself the varieties under fresh water tanks, marine etc.

1.7. Various schemes and policies of the State Government has supported interventions in the best way at each step of the fish value chain for developing fisheries sector across the State through enhanced production and exploring export. In spite of having highest production, the per capita consumption in the State is very low (1.8 kg per capita per annum in rural areas and 1.32 kg per capita per annum in urban areas) in comparison to average national per capita fish consumption of 7.5kg to 10kg per year and the global average of 20kg to 30kg per capita fish consumption per year. The State needs a dedicated programme on enhancing the per capita consumption of fisheries in the State through creation and development of value chain targeted at domestic consumption. Through this scheme the total expected per capita consumption within the state would be enhanced by additional 100,000 MT by 2021 and around 500,000 MT by 2025.

2. Objective:

2.1. The program aims at comprehensive development of the fisheries sector through appropriate interventions to address the critical gaps with an overarching goal of enhanced domestic consumption/per capita consumption, increase in farmer’s income and better choice for consumers.

2.2. Promotion of Fishers/ Aqua Farmers Societies (AFSs), Companies, Cooperatives and Federations for enhancing the bargaining power of fishers and fish Farmers by creating better avenues for marketing of live fish, fresh fish, processed fish, fresh shrimp and other aqua products.

2.3. Promotion and Strengthening of Aqua Farmers Societies (AFSs) as business Startups and build their capacities on better production technologies, collective procurements of inputs and produce aggregation and creating better marketing opportunities for enhance price realization,

enhance domestic consumption and finally to increase the contribution of the fisheries sector to the State's GDP substantially.

2.4. Promotion and enhancement of the per capita Consumption of the live fish, fresh fish, fresh shrimp, frozen, processed and ready to eat aqua products in the State by making the availability of the live fish, fresh fish and shrimp in the urban and rural areas consumer market and creating Aqua Bazaars at constituency level, integration with Janata bazaars and RBKs, strengthening value chain and existing retail markets and promotion of Aqua Farmers Societies (AFSs).

2.5. Reduction in the post-harvest losses by improving the domestic marketing facilities through infrastructure support to Aqua Farmers Societies (AFSs), developing existing Urban and rural retail markets and by creating the aqua bazaars and promoting the logistic facilities in between the Aqua Farmers Societies (AFSs), aqua bazaars, existing local markets and Janata bazaars.

2.6. Establishment of the Aqua Bazaar in all constituencies of the 13 Districts and developing value chain by leveraging benefits of economies of scale by creating Aqua Farmers Societies (AFSs). Based on the requirement a bigger Aqua Bazaar can be also established in urban and rural settlements to serve 2-3 constituencies. Aqua Bazaar will be managed by Aqua Farmers Societies (AFSs) and will be responsible for sourcing aqua products including live fish and fresh fish/shrimps and supplying it to retail points/Janata bazaar, retail vending centers, aqua enterprises and Fish Kiosks.

2.7. Designing the e-platform, website, traceability systems, customer care support system and mobile application by bringing all the stakeholders on a common platform to ensure availability, affordability, Assurance, Quality and hygienic live fish, fresh fish/prawns and other aqua products to end consumers, retailers, Janata Bazaars, Aqua Bazaar and existing local markets.

2.8. Optimally harness the per capita consumption potential of the State by strengthening fish supply chain and marketing in a responsible and sustainable manner through Aqua Farmers Societies (AFSs).

2.9. Strengthen and modernize value chain including creation of fisheries infrastructure to increase shelf life, reduction of post-harvest losses and production of value-added products

2.10. Providing the new markets access to the fish farmers directly through the AFSs for ensuring the better price realization by reducing the intermediate players of the supply chain.

2.11. Promote community partnerships, private participation and effective cooperative movement in fisheries sector to harness untapped potential in marketing of live fish and fresh fish/prawns and other marine species like crabs and other aqua products market in the State of Andhra Pradesh

2.12. Ensure food and nutritional security by increasing the per capita availability of safe, affordable, hygienic and quality fish/ directly from the fishers/fish farmers organized into Aqua Farmers Societies (AFSs)/FFPOs to the end consumer through the Aqua Bazaar and Retail Point/Janata bazaar in urban &rural areas of Andhra Pradesh.

3. Area of Operation:

3.1. The program will be implemented across the State of Andhra Pradesh covering all the 13 districts targeting urban and rural population, mainly for marketing of live and fresh Fish/prawns and other aqua products for increasing per capita consumption of fish and shrimp to reduce nutritional deficiency.

3.2. The Production clusters will be spread across 149 mandals of 73 constituencies of 9 coastal districts where Production Aqua Farmers Societies (AFSs) will be created to ensure sourcing of live and fresh fish/prawns and aqua products for domestic consumption.

3.3. District level Marketing Aqua Farmers Societies (AFSs) will be created across 13 Districts to ensure infrastructure development, establishment of Aqua Bazaar, collection, aggregation and distribution, logistics management, retail chain development, branding and publicity, establishing traceability system, quality monitoring, electronic marketing and to manage end to end supply chain.

3.4. Aqua Bazaar will be created at each constituency which will act as the connecting point between production Aqua Farmers Societies (AFSs) for sourcing of live and fresh fish/shrimps and other aqua products and supplying it various retail points/ Janata bazaar.

4. Promotion and strengthening of the Fish Farmer Producer Organizations (FFPOs) in Production clusters:

4.1. Diagnostic study: A diagnostic study will be taken in the identified clusters to find out the scope of production, production technology, status of community institutions, present practices, socio-economic status of fish farmers/fishers, access to resources, production and consumption pattern, infrastructure, access to production and marketing services, etc.

4.2. **Community Mobilization:** Based on the findings of the Diagnostic study, fish farmers will be first collectivized under Fish Producer Groups (FPGs). Each FPG will comprise of the 20-50 fish farmers at the RBK/village level.

4.3. **Formation of the FFPOs:** Fish Farmer Producer Organizations (FFPOs) will be formed at production cluster level by federating such FPGs/and other societies with common interest. Individual members of such FPGs can become members of the production FFPOs. Society registered under relevant act and with common interest and purpose, can also become the member of such FFPOs. Production cluster spread across not more than one District and more than one production FFPOs can be developed in each district based on the potential of the district and farmers interest. Special emphasis will be given to organize women fish farmers into FPGs and FFPOs.

4.4. **Preparation of the Business plans**: Cluster level FFPOs will support for the preparation of the prospective business plan for 3-5 years and the same needs to be submitted to the nodal agency. With the approval and linkage from the nodal agency the same can be submitted to the financial institutions/banks/funding agencies for accessing the loan if required for various production related activities.

4.5. **Production support**: FPGs and FFPOs members will be provided hand holding support, training and extension services, and access to quality inputs, resources and government schemes, demonstrations of new technologies etc. For better productivity and quality production of fish/shrimps. FFPOs will be supported in procuring the fresh/live/processed fish, fresh shrimp and other aqua products from member fish farmers and other individuals as per the requirement and indent of the District marketing Aqua Farmers Societies (AFSs) for Aqua Bazaars and various retail outlets/Janata bazaars in urban and rural areas.

5. Promotion and Strengthening of District level marketing Aqua Farmers Societies (AFSs)

5.1. District level marketing Aqua Farmers Societies (AFSs) will be promoted across 13 district of Andhra Pradesh comprising of progressive farmers and fish entrepreneurs of the districts to lead marketing of live and fresh fish/prawns and other aqua products through Aqua Bazaar.

5.2. Marketing Aqua Farmers Societies (AFSs) will ensure sourcing of live and fresh fish/prawns and other aqua products from various Production FFPOs, traders, fishers, entrepreneurs etc. and manage entire supply chain and logistics and ensure availability, affordability, hygienic and quality aqua products at Aqua Bazaar, retails points, Janata bazaar etc. to enhance domestic consumption

5.3. District level marketing Aqua Farmers Societies (AFSs) will be responsible for setting up of the Aqua Bazaar in respective locations and creation of other infrastructures required for end to end management of entire value chain starting from production to marketing of the produce at retail points/Janata bazaar in urban and rural areas.

5.4. Marketing Aqua Farmers Societies (AFSs) will facilitate and support production FFPOs in ensuring quality production by its member farmers as per the accepted quality standard, market preference and domestic demand. They will facilitate the procurement processes and provide logistics support to production FFPOs in sourcing of live fish, fresh fish/shrimps and other aqua products from respective production clusters in the districts.

6. Promotion and Strengthening of District level Pre-Processing and Processing Aqua Farmers Societies (AFSs)

6.1 District level Pre-Processing and Processing Aqua Farmers Societies (AFSs) will be promoted across Production potential district of Andhra Pradesh comprising of progressive farmers and fish entrepreneurs of the districts to lead marketing of live and fresh fish/prawns and other aqua products through Aqua Bazaar. The Pre-Processing Aqua Farmers Societies (AFSs) and Processing AFSs are proposed to manage the Pre-Processing and processing activity respectively and ensure better price to aqua farmers.

6.2 Pre-Processing and Processing Aqua Farmers Societies (AFSs) will ensure sourcing of live and fresh fish/prawns and other aqua products from various Production Aqua Farmers Societies (AFSs), traders, fishers, entrepreneurs etc. carry out the pre-processing and processing activities to ensure availability, affordability, hygienic and quality aqua products at Aqua Bazaar, retails points/Janata bazaar etc. in urban and rural areas to enhance domestic consumption

6.3 The Pre-processing and Processing unit may tie up with suitable reputed companies for operation and management and shall also procure the produce of aqua farmers during the distress/disaster/pandemic conditions to ensure remunerative price fixed by Department of Fisheries. The processing AFSs have to enter agreement with Fisheries Department, reputed company in this regard.

7. Establishment of Aqua Bazaar in urban and rural areas

7.1 To increase the domestic per capita consumption of the fish/shrimps and other aqua products, Aqua Bazaars will be established at constituency level which will act as hubs for aggregating and storing aqua products and distributing it to various retail points/Janata Bazaars in urban and rural areas.

7.2 Aqua Bazaar will be established at the constituency level and will be managed by the District marketing Aqua Farmers Societies (AFSs). District Aqua Farmers Societies (AFSs) will be responsible for procuring live fish, fresh fish/shrimps and other aqua products from their production FFPOs and Societies, Fishers/fish farmers, traders and entrepreneurs. From Aqua Bazaar, live fish, fresh fish/shrimps and other aqua products will be sent to the retail points/Janata bazaar, Live fish Vending Centers, Fish Kiosk and other retail outlets as per the indent placed and demand.

7.3 Aqua Bazaars will be equipped with the basic facilities of Cold store, Chill room and Water tanks for placing the live fish, water filtration unit, Blower room, Oxygen cylinders and chiller facilities etc. Each Aqua Bazaar will be supplying the live fish, fresh fish/shrimps, processed fish/shrimps and other aqua products to the Retail Points/Janata Bazaar, existing markets and other retail outlets.

7.4 The fish waste generated would be around 20% of the total fish weight. As there will be several aqua bazaars in each district hence the waste generated will be also in a large scale. Proper guidelines and SOPs for utilization and disposal of fish waste generated at various points of value chain will be developed. Low cost by-product making unit can also be installed for the production of fish silage which can be used for the fishmeal and fertilizers/nutrients for plants.

8. Nodal Agency

8.1 Department of Fisheries shall be the nodal agency at the State level for implementation of the scheme. Department will be the policy formulating body giving overall directions and guidance to the implementation of this project and will monitor and review over the progress of the work done.

8.2 It will be empowered to lay down and amend guidelines, including financing pattern of the scheme across the State. Department of Fisheries will make the mid-line and end line review of the Project.

8.3 The nodal agency will select the Project Monitoring Unit (PMU) for the Formation, Strengthening and Promotion of Aqua Farmers Societies (AFSs)/FFPOs and transaction advisory and facilitating implementation of the scheme. PMU will have resources both at State level as well as District level to facilitate promotion of AFSs and FFPOs in all districts and production cluster and support these FFPOs on day to day operations and managements.

8.4 Provide necessary information and details to PMU in conducting the secondary research study about the area, market, value chain that were related to the project with the support from the district and mandal level fisheries department.

8.5 The work done by the PMU will be monitored on regular basis. Nodal agency can commission project impact assessment, social audits, mid-term and end-line evaluations as and when required.

8.6 Nodal Agency will be the final approval authority for all communication collaterals, IEC, brand logo etc. Nodal agency will be the owner of the brand name, logo, trademark registration, websites, mobile applications, portals, MIS platforms etc.

9. Branding and Advertisement

9.1 The marketing of the entire produce of all the production FFPOs will be done under a single umbrella Brand by creating a brand logo and brand collateral for the Aqua Bazaars and retail points/Janata bazaar to achieve a uniformity in design across the State. Brand positioning will give emphasis on Protection & Promotion of fishing communities, Protection of ecosystem and environment, affordable, hygienic and quality aqua products.

9.2 Appropriate copyright and trade mark Registration will be taken by the Nodal agency. Advertisement through various media institutions including social media, publicity events, awareness generation, workshops and seminars will be conducted across the State to ensure proper positioning and awareness on the program.

10. Role of the Project Management Unit (PMU)

10.1 The PMU will be selected by the Nodal Agency for the implementation of this Scheme /program after following all the pre-defined selection criteria.PMU will be responsible for conducting the diagnostic study and identifying the clusters (Production and consumption) across the State.

10.2 Conducting the Community Mobilization meetings and organizing the fish and shrimp farmers into Aqua Farmers Societies (AFSs) and FFPOs that may be registered under Andhra Pradesh Mutually Aided Cooperatives Societies Act, prominently known as AP MACS Act, 1995 or as Farmer Producers Company under Companies Act 2013.

10.3 PMU will be responsible for formation, strengthening and promotion of Production FFPOs in production clusters and Marketing, Pre-Processing and Processing Aqua Farmers Societies (AFSs) at District level as per the Aqua Farmers Societies (AFSs) guidelines approved by the Nodal Agency.

10.4 PMU will be responsible for providing hand holding support, training and extension services, facilitate access to quality inputs, resources, government schemes and demonstrations of new technologies etc. to FFPOs and its members for better productivity and quality production of fish/shrimps. PMU will also facilitate and support Aqua Farmers Societies (AFSs) in marketing of fresh/live/processed fish/shrimps and other aqua products through Aqua Bazaars. PMU will also support Aqua Farmers Societies (AFSs) in end to end supply chain management to ensure availability of affordable, hygienic and quality aqua products at various retail outlets/Janata bazaar in urban and rural areas

10.5 Facilitate establishment and development of Aqua Bazaars and retail supply chain model for smooth, unhindered flow of products from source to consumer within the State.PMU will support nodal agency in identification of strategic locations for Aqua Bazaars and Retail Points across the State.

10.6 Formation of Aqua Farmers Societies (AFSs) and identification of entrepreneurs/progressive fish farmers for taking operational roles at Aqua Bazaar and Retail Point units across the State.

10.7 Preparation of the Business Plans on behalf of the Aqua Farmers Societies (AFSs)/ FFPOs and to submit the same to the department in order to run the business of the Aqua Farmers Societies (AFSs)/FFPOs accordingly.

10.8 Setting a performance management framework including data management to facilitate effective monitoring of the scheme including designing of monitoring and evaluation framework, MIS templates, design of MIS platforms, portals and AFSs assessment and monitoring systems/tools.

10.9 Preparation of blueprint/roadmap/short term and long term action plan for successful implementation of the scheme to enhance domestic consumption of fish/shrimps and other aqua products in the State.

10.10 Conceptualize, design, strategize and facilitate various events such as seminars, workshops, campaigns, roundtables, conferences etc. for brand promotion, awareness generation on schemes, providing thought leadership on fisheries development, knowledge sharing and scheme promotion.

10.11 PMU will facilitate PR, marketing/ Media & Consumer Promotion Planning, Marketing and Visibility Mix and Promotional initiatives such as identifying the key route of communication for mass outreach, selection of apt Communication Mix to ensure maximum eyeball exposure designing specific communication methods, targeting Key buyers' profile (B2B), Hotels, supermarkets, retail chains, restaurants, defense, corporate canteen etc., and assist in content creation strategy.

10.12 PMU will undertake systematic documentation of emerging experience and learning in the form of learning notes, working papers, etc., and disseminate these through on-line portal as well as off-line exchange events. The purpose will be to create a dynamic knowledge-exchange system on AFSs/FFPOs promotion and Fisheries sector development.

10.13 Guiding the AFSs &FFPOs by providing trainings in the standardization and uniformity of design, procurement, processing and packaging of fish and fishery products.

10.14 Development of brand collaterals, brand logo, publicity materials, audio video aids, SOPs, training materials and manuals, AFSs/FFPOs guidelines and case studies etc.

10.15 Facilitate designing and development of e-platform, website, traceability systems, customer care support system and mobile application to bring all stakeholders on a common platform.

10.16 Responsible in the establishment of a special cell to handle customer feedback/ service to provide efficient responses and further enhance the brand and supply chain.

10.17 PMU will assist AFSs/FFPOs and Nodal Agency in carrying out transaction for engagement of vendors and service providers for various services related to end to end supply chain management including development of aqua bazaars and creation of infrastructure facilities, purchase of goods and services, IT solutions etc.

11. Government support and implementation arrangement

To promote domestic consumption through FFPOs, AFSs and value chain intervention, suitable infrastructure for aqua products has to be arranged, starting from RBK level and up to processing units and same has to be owned by Aqua Farmers Societies (AFSs). Hence, Aqua bazaars, Pre-processing and processing units, which shall be owned, governed and managed by the AFSs for the benefit of the aqua farmers to avoid distress sale and ensure remunerative price will be established with Government support. Aqua Farmers Societies (AFSs) shall be incentivized for creating infrastructure facilities through Government subsidy from both central and state and also facilitate financial assistance under Government schemes like FIDF and other institutional finance.

The AFSs have to own, govern and manage the Aqua Bazaars, Pre-Processing and Processing units and related infrastructure with Government subsidy for the benefit of the farmers and improving domestic consumption by supplying live fish, fresh fish & shrimps and other aqua products to retail outlets/Janata Bazaars. Further, for sustenance of Aqua bazaars, pre-processing and processing units and to meet the forward and backward linkage of aqua farmers, FFPOs have to be formed at Aqua Production Clusters and at District level AFSs.

The Marketing Aqua Farmers Societies (AFSs) are proposed at district level to create and manage the activity related to procurement of aqua products sourced from Production FFPOs developed at Aqua Production Clusters, AFSs shall provide storage and aggregation at Aqua Bazaar and supplying the same to various retail points/Janata Bazaar to ensure better price to aqua farmers and enhance per capita domestic consumption.

The Pre-Processing and Processing Aqua Farmers Societies (AFSs) are proposed at district level to create and manage the activity related to pre-processing/processing of aqua products sourced from Production FFPOs developed at Aqua Production Clusters, carry out pre-processing/processing operations and supplying the same to various retail points/Janata Bazaar to ensure better price to aqua farmers and enhance per capita domestic consumption.

Hence as stated above, for incentivizing the AFSs for rendering better service to farmers, the suitable funding support shall be proposed from the State Government and Central Government towards subsidy and investment for infrastructure development.

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

ANNEXURE – III

(Annexure to G.O.Rt.No.176, AHDD&F(FISH) Dept., Dt: 16.10.2020.)

SELECTION OF CONSULTANTS

REQUEST FOR PROPOSAL

(ONLY THROUGH E-TENDERING MODE)

FOR

Appointment of Consultant as Project Management Unit (PMU) for implementation of scheme on promotion of Domestic consumption through Fisheries FPOs and Value Chain Interventions

Client: Department of Fisheries, Government of Andhra Pradesh

Country: India, Andhra Pradesh

Office of Commissioner of Fisheries, Bandar Road, Poranki, Vijayawada – 521137, ANDHRAPRADESH
Website: http://www.fisheries.ap.gov.in/index.html
email: ……Phone No.: ……

Schedule of Bidding Process and Key Dates

Appointment of Consultant as Project Management Unit (PMU) for implementation of scheme on promotion of Domestic consumption through Fisheries FFPOs and Value Chain Intervention for Department of Fisheries, Government of Andhra Pradesh

S. No.	Description	Date	Time
1.	Commencement of issue of RFP document through Department of Fisheries website (http://www.fisheries.ap.gov.in/), (tender.apeprocrement.gov.in)	-10-2020	11:00 AM
2.	Start date of query submission	-10-2020	10.00 AM
3.	Last date for submission Queries	-10-2020	11.00 AM
4.	Pre-bid meeting/pre proposal conference	-10-2020	3:30 PM
5.	Response to queries	-10-2020	11.30 AM
6.	Start of Bid-Submission	-10-2020	10:00 AM
7.	Last date and time for Bid-Submission	-11-2020	03:00 PM
8.	Opening of Technical Bid documents	-11-2020	11:00 AM
9.	Opening of Financial bid	-11-2020	11:00 AM
10.	Letter of Award	To be decided	

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Disclaimer

The information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Department of Fisheries (DoF) Government of Andhra Pradesh, (herein after, DoF, GoAP) is provided to Applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the DoF-GoAP to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

DoF-GoAP also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. DoF-GoAP may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that DoF-GoAP is bound to select any Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and DoF-GoAP reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by DoF-GoAP or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and DoF-GoAP shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred byan Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection Process.

DoF-GoAP and/or its officers, employees disclaim all liability from any loss or damage ,whether foreseeable or not, suffered by any person acting on or refraining from acting because of any information including statements, information forecast, estimates or projections contained in this document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, negligence, default, lack of care or misrepresentation on the part of DoF-GoAP and / or any of its officers, employees.

Section – 1: Letter of Invitation

DEPARTMENT OF FISHERIES

GOVERNMENT OF ANDHRA PRADESH

Office of Commissioner of Fisheries, Bandar Road, Poranki, Vijayawada – 521137, ANDHRAPRADESH

Website: http://www.fisheries.ap.gov.in/index.html; email: comfishap@gmail.com Phone No.:

Sir/Madam,

Sub: Appointment of Consultant as Project Management Unit (PMU) for implementation of scheme on promotion of Domestic consumption through Fisheries FFPOs and Value Chain Intervention for Department of Fisheries, Government of Andhra Pradesh – Reg

The Department of Fisheries (DoF) Government of Andhra Pradesh, requires consultancy services of an agency to Implementation of scheme on promotion of Domestic consumption through Fisheries FFPOs and Value Chain Intervention in the State of Andhra Pradesh for a Period of Three Years from the date of signing of contract during. More details on the services solicited are provided in the Terms of Reference in this Request for Proposal (RFP) document.

Interested agencies are invited to participate in the bid procurement process and can download the RFP fromhttp://tender.apeprocurement.gov.in.Prospective Bidders can submit their Proposal as per the attached RFP document.

The department shall select a consultant as per the procedure described in the RFP. You may submit your proposal online at http://tender.apeprocurement.gov.in.You may read

detailed instructions for bidders at http://tender.apeprocurement.gov.in before uploading the proposal online.

It is mandatory for consultants to submit proposal online within stipulated time failing which the proposal are liable to be rejected. DoF-GoAP also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

Commissioner of Fisheries

Encl: RFP Document

Instructions to Consultant

1. Definitions

a) Employer or DoF-GoAP means Department of Fisheries, Government of Andhra Pradesh who has invited bids for consultancy services with whom the selected Consultant signs the Contract for the Services and to whom the selected consultant shall provide services as per the terms and conditions and Terms of Reference (ToR) of the contract.

b) “Consultant” means any entity or person or associations of person who submits their proposals to provide the Services to the Employer under the Contract.

c) “Contract” means the Contract signed by the Parties for this assignment

d) “Project specific information” means such part of the Instructions to Consultants used to reflect specific project and assignment conditions.

e) “Day” means calendar day.

f) “Government” means the Government of Andhra Pradesh

g) “Instructions to Consultants” means the document which provides information to prospective applicants/ Consultants with all information needed to prepare their proposals.

h) “Personnel” means professionals and support staff provided by the Consultant or by any Sub-Consultant and assigned to perform the Services or any part thereof;

i) “Proposal” means the Technical Proposal and the Financial Proposal.

j) “RFP” means the Request for Proposal prepared by the Employer for the selection of Consultants.

k) “Assignment/ job” means the work to be performed by the Consultant pursuant to the Contract.

l) “Terms of Reference” (ToR) means the document included in the RFP as Section 5which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the Assignment/job.

2. Introduction

2.1. The Department of Fisheries, Government of Andhra Pradesh wishes to engage services of a Consultant as PMU to provide services for Implementation of scheme on promotion of Domestic consumption through Fisheries FFPOs and Value Chain Intervention in the State of Andhra Pradesh for a Period of Three Years from the date of signing of contract during FY- 2020-21, FY 2021-22 and FY-2022-23.

2.2. The Consultant is broadly expected to:

a. Formation, Strengthening and Promotion of Fish Farmer Producer Organization (FFPOs)

b. Implementation of scheme to enhance per capita domestic consumption fish/shrimps and other aqua products in the State

c. Facilitate and support in creation/development of necessary infrastructures for enhancing domestic consumption of aqua products in the State

d. Capacity Building of entrepreneurs / FPCs in project execution and supply chain management

e. Facilitate Market linkages for FFPCs

3. Clarification and Amendment of RFP Document

Any clarification sought may be directed to Commissioner of Fisheries, Office of Commissioner of Fisheries, Bandar Road, Poranki, Vijayawada – 521137, Andhra Pradesh

Phone + Fax: ……| Email:comfishap@gmail.com

4. Proposal

Consultants shall submit only one proposal for this project. If a Consultant submits or participates in more than one proposal, such proposals shall be disqualified.

5. Proposal Validity

The proposal should be valid for a period not less than ninety (90) days from the due date for receiving the proposal.

6. Taxes

The Consultant shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the Contract. All such duties and taxes must be included by the consultant in the financial proposal.

7. Currency

Consultant shall express the price of their assignment/job in Indian Rupees (INR) only.

8. Earnest Money Deposit (EMD) and Performance Guarantee

8.1. Earnest Money Deposit

a) An earnest money of Rs.25,00,000 (Rupees Twenty Five lakh only) in the shape of bank guarantee/demand draft in favour of Commissioner, Department of Fisheries, GoAP payable at Vijayawada in the technical bid.

b) Proposals not accompanied by EMD shall be declared as nonresponsive.

c) No interest shall be payable by the Employer for the sum deposited as EMD.

d) The EMD of the unsuccessful bidders would be returned back within seven days of signing of the contract with the selected bidder/consultant.

8.2. Forfeiture of EMD

The EMD shall be forfeited by the Employer in the following events:

a) If the proposal is withdrawn during the validity period or any extension agreedby the Consultant thereof.
b) If the proposal is varied or modified in a manner not applicable to the Employer after opening of Proposal during the validity period or any extension thereof.
c) If the consultant tries to influence the evaluation process.

9. Qualification criteria for Agency:

S. No.	Qualification Criteria	Documents/ Proof of Evidence required
1.	Agency may be a Pvt. Ltd/ Public Ltd. Companies company/ Proprietorship/ Partnership firms registered as per the corresponding registration act.	Registration Certificate, Articles and Memorandum of Association
2.	Agency must have an average turnover of 50 crores over last 3 financial years from consulting or advisory during each of 3 FY(2017-18, 2018-19 & 2019-20).	Auditor's Certificate, Auditor's report of last three years (2017-18, 2018-19 & 2019-20)
3.	Agency should have experience of minimum 3 assignments on PMU/PMA (Program Management Unit/Agency) in Fisheries/Agriculture and allied sector with respect to State / Central government	Documentary evidence in form of signed work orders / agreements/completion

S. No.	Qualification Criteria	Documents/ Proof of Evidence required
	programs in the last five years.	certificates should be submitted
4.	The Bidder should not be debarred/ blacklisted / banned/ not being under declaration of ineligibility for corrupt or fraudulent practices by any Government / PSU in India as on date of submission of the bid.	Self-certification that the bidder (or any of its successors) is not in the active debarment list of Centre/State/UT Government. False certification and/ or non-disclosure will lead to forfeiture of the EMD and disqualification from the evaluation process.

10. Duration of the Contract

Initially the contract will be for duration of three year and may be extended for a period of another two years based on satisfactory work and mutually agreeable terms with annually increased rate of 8% in order to address inflation.

11. Submission, Receipt and opening of Proposal

The bidder shall submit his response through Bid submission to the tender on e-procurement platform at www.eprocurement.gov.in by following the procedure given below. The bidder would be required to register on the e-procurement if not already registered, in www.eprocurement.gov.in. or https://tender.eprocurement.gov.in and submit their bids online.

The bidders shall submit their eligibility and qualification details, Technical bid, Financial bid etc., in the online standard formats displayed in the e-Procurement web site. The bidders shall upload the scanned copies of all the relevant certificates, documents etc., in support of their eligibility criteria/technical bids and other certificate/documents in the e-procurement website. The bidder shall sign on the statements, documents, certificates, uploaded by him, owning responsibility for their correctness/authenticity. The bidder shall attach all the required documents for the specific tender during the bid submission as per the tender notice and bid document.

12. Technical Bid:

a) The Technical Proposal as per the format given in Annexure-I in support of years of experiences and details of number of ongoing or completed assignment /consultancy services executed successfully.

b) General description of Team as per Annexure-II.

c) CVs of each experts in not more than 4 A-4 sheets, team leader and team members duly signed as per Annexure-III.

d) Scanned copy of Tender Acceptance Letter Annexure-IV.

e) Scanned copy of Turnover Certificate, Audited Annual Report & Balance Sheets for last 3 financial years.

f) Bidder has to submit Document fee and EMD as DD/BG in favor of Department of Fisheries, on or before the last date and time of bid submission. Scanned copy of the document fee and EMD shall be submitted with the technical proposal.

g) Proof of in-house experts in the format as per Annexure-V.

13. Financial Bid:

1. Financial Bid is to be submitted in prescribed format. The fee quoted in financial bid should be expressed inclusive of applicable taxes.

2. While submitting the Financial Proposal, the firm shall ensure the following:

    - Prices payable to the Bidder as stated in the Contract shall remain fixed during the performance of the contract. However, in the event of any increase/decrease in Government taxes/duties as applicable at the time of delivery, the prices shall be adjusted accordingly at the time of payment.

14. Terms and Conditions:

a) Failure to comply with requirements spelt out in validity of the bid shall make the Proposal liable to be rejected.

b) If a firm / organization or any of its member(s) make(s) an averment regarding his or their qualification, experience, or other particulars and it turns out to be false, or his commitment regarding availability for the Project is not fulfilled at any stage after

signing of the Letter of Acceptance, all the members of the organization shall be debarred for any future assignments of the Department of Fisheries.

c) In case it is found the evaluation or at any time before issue of the Letter of Acceptance (LOA) that one or more of the eligibility conditions have not been met by the firm or the Team has made material misrepresentation or has given any materially incorrect or false information, the firm shall be disqualified forthwith if not yet appointed as the Consultant. If the firm has already been issued the LOA the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated by a communication in writing by the Department of Fisheries, Government of Andhra Pradesh.

d) The technical Proposal shall not include any financial information relating to the Financial Proposal.

e) The Department, reserves the right to verify all statements, information, and documents submitted by the Applicant in response to the RFP. Failure of the Department to undertake such verification shall not relieve the firm of its obligations or liabilities hereunder nor will it affect any rights of the Departments, Government of Andhra Pradesh there under.

f) Technical Bids will be opened at Department of Fisheries, Office of Commissioner of Fisheries, Bandar Road, Poranki, Vijayawada – 521137, ANDHRAPRADESH. The Agency will be at liberty to be present either in person or through an authorized representative at the time of opening of Technical Bid with Bid Acknowledgement Receipt.

g) Financial Bid of only those bidders shall be opened, whose Technical Bids / Proposals are found to be suitable in the technical evaluation. The date of financial bid opening will be intimated to the shortlisted bidders.

15. Brief Description of the Selection Process

The Agency shall be selected through an open competitive bidding process. A two-stage selection process will be adopted in evaluating the Proposals. QCBS (Quality and Cost based Selection) with 80% (Quality) and 20% (Cost) methodology would be adopted.

In the first stage, a technical evaluation will be carried out. In the second stage, a financial evaluation will be carried out. Proposals will finally be ranked according to their combined technical and financial scores.

16. Evaluation of Bids

16.1. Prior to evaluation of Proposals, the Department will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

a) It is received in the specified format.

b) It is received by the due date including any extension thereof.

c) It contains all the information (complete in all respects) as requested in the RFP.

d) It does not contain any conditions or qualification.

e) It has submitted Rs. 25, 00,000/- (Rupees Twenty five Lakhs Only) as Earnest Money Deposit (EMD in the form of BG or DD) and processing charges of Rs. 5,000/- (Rupees Fifty Thousand Only) in the form of DD.

f) It is not non-responsive in terms hereof.

g) The Department of Fisheries, Government of Andhra Pradesh reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Department of Fisheries, Government of AP in respect of such Proposals.

16.2. The Technical Bid will be evaluated on a scale of 100. The comparative weightage for each activity of technical bid would be as below:

S. No.	Evaluation Criteria	Max. Marks
1.	Criteria, sub-criteria, and point system for the evaluation of the Full Technical Proposals: **Specific experience of the Consultant (as a firm) relevant to the Assignment:** Should have worked as PMU/PMA/TSA (Program Management Unit/ Agency/Technical Support Agency) in food Processing/Fisheries/Horticulture/Agriculture and related schemes with respect to State/ Central Govt. programs in the last five years • 6 or More Projects- 20 Marks • 4-5 Projects- 10 Marks • 3 Projects- 5 Marks	**20**
2.	**Average revenue from assignments related toAgriculture and allied/agribusiness/ food processing consultancy assignments in last 3 years:** • Average revenue of more than Rs.20 Cr.- 10 Marks • Average revenue of Rs.10-20 Cr. - 5 Marks	**10**

S. No.	Evaluation Criteria	Max. Marks
	• Average revenue less than Rs.10 Cr.- 3 Marks	
3.	**Adequacy and quality of the Approach and proposed methodology, and work plan in responding to the Terms of Reference (TORs):** • Technology Approach and Methodology: -Study design, Approach and Coverage & Methodology- 12 Points • Work Plan-4 Points • Organization and Staffing-4 Points	**20**
4.	**Key Experts' qualifications and competence for the Assignment:** *{Notes to Consultant: each position number corresponds to the same for the Key Experts in Form TECH-6 to be prepared by the Consultant}* • *Position-1: [Team Leader] [08 marks]* • *Position-2: [Institution Building Expert] [05 marks]* • *Position-3: [Senior Value Chain/Agri-business Expert] [05 marks]* • *Position-4:[Associate Value chain Expert - 2 resources (3 marks each)] [06 marks]* • *Position-5: [Procurement, Branding, Communication Expert} [03 marks]* • *Position-6:[IT/MIS Expert] [03 marks]* • *Position-7:[District Team Resource (26 resources)- Non-Evaluative]* • *Position-8: [Administrative and project Assistants-2 resources]- non Evaluative*	**30**
5.	**FPO Promotion Experience:** Agency must have experience of implementing project related to FPOs formation, strengthening and promotion/backward and	**10**

S. No.	Evaluation Criteria	Max. Marks
	forward linkages/establishing market linkages for FPOs/business plan development/training & capacity building support to FPOs etc.: • 4 or More assignments - 10 • 2 to 3 Assignments– 5 • 1 Assignment - 3	
6.	**Manpower Strength** The Bidder must have on its rolls, consulting staff of at least 40 technically qualified personnel in the area of Agriculture and allied sector, Horticulture, Fisheries, Agribusiness Management and Rural Development • More than 40 personnel- 10 Marks • 21-40 technically qualified personnel- 5 Marks • 20 technically qualified personnel- 3 Marks	**10**
7.	**Total points for the Six criteria*:*** **The minimum technical score required to pass is***:* 70 Points	**100**

Note: The Department may ask to provide additional Resource, based on the need of the assignment on case to case basis. Deployment of such resources would be done on mutually agreed terms and conditions.

The agency may deploy additional manpower as per actual requirement of the work. However, the CVs of only the above-mentioned personnel will be considered for technical evaluation. In case of replacement of a team member, if necessary, after the appointment of PMU, the substituted person should have an equivalent or higher qualification.

17. Evaluation of Technical Proposal

In the first stage, the technical Proposal will be evaluated on the basis of the criteria stated in evaluation table above. Only those Applicants having Technical Proposals score 70 marks or more out of 100 marks shall qualify for further consideration. 80% of the weightage shall be given to the technical proposal and 20% to financial proposal.

- The Agency obtaining at least 70% marks on the basis of evaluation of the Technical Bid will qualify for evaluation of Financial Bid.
- Agency(s) will be selected based on Quality cum Cost Based System (QCBS) of bid in the ratio of Technical 80% and Financial 20%.

18. Evaluation of Financial Proposal

In the second stage, the financial evaluation will be carried out based on criteria given below:

a) Only those bidders qualifying through the Technical Bid will be considered for financial evaluation.
b) The Financial Bid must be submitted as per format given at Annexure-VI.
c) The Service Tax and other levies, if any, should be furnished as per the format.
d) In case nothing is mentioned, it will be assumed that taxes / other levies are included in the rates quoted.
e) Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.

Financial evaluation will be carried out and each Financial Proposal will be assigned a financial score (SF). For financial evaluation, the total cost excluding service tax given in the Financial Proposal will be considered. The Evaluation Committee will determine whether the Financial Proposals are complete, unqualified and unconditional.

The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the team to be compensated and the liability to fulfill its obligations as per the TOR within the total quoted price shall be that of the Consultant.

The lowest financial proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:

SFx= 100 x FM/F (F = amount of Financial Proposal)

Combined Technical & Financial Evaluation: Proposals will finally be ranked according to their combined technical (STx) and financial (SFx) scores as follows:

S = STxTw + SFxFw

An evaluation committee involving officers of Department under the chairmanship of Director would be formed to undertake the evaluation and selection process of PMU.

19. Right to reject any or all Proposals

Notwithstanding anything contained in the RFP, the Department of Fisheries reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals at any time without any liability or any obligation for such acceptance, rejection, or annulment, and without assigning any reasons thereof. The Department reserves the right to reject any Proposal if:

a) At any time, a material misrepresentation is made or uncovered; or,
b) The Consultant / Institution do not provide, within the time specified by the Department, the supplemental information sought by the Department for evaluation of the Proposal.

20. Amendment to RFP

At any prior to the closing time and date of receipt of bids, the Department may for any reason, whether at its own initiative or in response to a clarification requested by the prospective bidders, modify the RFP document by an amendment in order to provide prospective bidder reasonable time for taking the amendment into account in preparing their bids, the Department may at its discretion, extend the last date for receipt of bids and/or make other changes in the requirements set out in the RFP.

21. Miscellaneous

The Selection Process shall be governed by, and constructed in accordance with, the laws of State and India and the Court at Vijayawada shall have exclusive jurisdiction over all disputes arising under, pursuant to and /or in connection with the Selection Process.

22. Validity of Proposal

The proposal should be valid for a period not less than ninety (90) days from the due date for receiving the proposal.

23. Award of Contract

After completing negotiations, the Employer shall issue a Letter of Award to the selected Consultant and promptly notify all other consultants who have submitted proposals about the decision taken.

The consultant will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of consultant), as per Schedule of Bidding date.

The Consultant is expected to commence the assignment/ job on the date specified in the Part II Data Sheet.

24. Confidentiality

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Consultant of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

25. The Department reserves the right

a) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the government and the objective of the scheme without assigning any reasons thereof.
b) To include any other items in the Terms of Reference at any time after consultation in the pre-bid meeting or otherwise.
c) To facilitate evaluation of Proposals, the Department may, at its sole discretion seek clarification from any Applicant regarding its Proposal. Such clarification(s) shall be provided within the time specified by the Department for this purpose. Any request for clarification(s) and all clarification(s) on response thereto shall be in writing. If a bidder does not provide clarifications sought above within the specified time, its proposal shall be liable to be rejected. In case the Proposal is not rejected, the Department may proceed to evaluate the Proposal by construing the particulars requiring clarification to the best of its understanding.

Section –3: Bid Submission Format

Technical Proposal

Annexure- I

TECHNICAL PROPOSAL SUBMISSION FORM

RFP No.:

To,

Commissioner of Fisheries,

Government of Andhra Pradesh,

Vijayawada

Website: http://www.fisheries.ap.gov.in

Sir / Madam,

Having examined the bidding documents, including Addenda Nos._____(insert numbers, if any), the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide services for delivering Project Management Consultant (PMC) to Department of Fisheries, Government of Andhra Pradesh, in conformity with the said bidding documents for the same as per the technical and financial bid and such other sums as may be ascertained in accordance with the Financial Bid attached here with (Annexure VII) and made part of this bid.

We undertake, if our bid is accepted, to render the services in accordance with the clauses and conditions which will be specified in the contract document that we will sign if the work order is given to us. If our bid is accepted, we will obtain the guarantee of a bank ina sum

equivalent to fixed amount based on the estimation of the total project cost for the due performance of the Contract, in the form prescribed by the Department.

We agree to abide by this bid for a period of 90 (ninety days) days after the date fixed forbid opening as mentioned under the Instruction to Bidders and it shall remain binding uponus and may be accepted at any time before the expiration of that period. Until a formalcontract is prepared and executed, this bid, together with your written acceptance thereof andyour notification of award shall constitute a binding Contract between us.

Name:

Address:

Signature

(in the capacity of)

Duly authorized to sign Bid for and on behalf of

Annexure- II

General information about the Agency

(To be given in the letterhead of the Agency)

To,

Commissioner of Fisheries,

Government of Andhra Pradesh,

Vijayawada

Website: http://www.fisheries.ap.gov.in

Sir,

We are herewith furnishing the following general information.

S.No.	Particulars	Details
1.	**Name of the Company/ Agency**	
2.	**Year of incorporation**	
3.	**Nature of the Company (Registered Company)**	
4.	**Registered Office Address**	
	Office Telephone Number	

	Mail ID	
5.	**Contact Person**	
	Name	
	Telephone / Mobile Number	
	Email Address	
6.	**Local presence at Andhra Pradesh**	
	Office Address	
	Office Telephone Number	
	Fax Number	
7.	**Contact Person (in Andhra Pradesh)**	
	Name	
	Telephone / Mobile Number	
	Email Address	
8.	**Registration Details**	
	Permanent Account Number (PAN)	
	GST Registration Number	
	Banker's Name, Address and Account	
	Number	

Annexure- III

TECHNICAL BID FORM

APPLICANT'S ORGANIZATION AND EXPERIENCE

A – Applicant's Organization

[Provide here a brief (not more than four pages) description of the background and organization of your entity and each associate, if any, for this assignment.]

B – Applicant's Experience

[Using the format below, provide information on each assignment for which your entity, and each associate for this assignment, was contracted for carrying out consulting services similar to the ones requested under this assignment.]

Assignment name:	**Approx. value of the contract (in current INR):**
Country: **Location within country: -**	**Duration of assignment (months):**
Name of Client:	**Total No. of staff-months of the assignment:**
Contact Person, Title/Designation, Tel. No./Address:	
Start date (month/year):	**No. of professional staff-months provided by your consulting firm/organization or**

End date (month/year):	**your sub consultants:**
Name of associated Consultants, if any:	**Name of senior professional staff of your consulting firm/organization involved and designation and/or functions performed (e.g. Project Director/Coordinator, Team Leader):**
Narrative Description of Project:	
Description of actual services provided by your staff within the assignment:	

Annexure- IV

DESCRIPTION OF THE APPROACH, METHODOLOGY AND WORK PLAN FOR THE ASSIGNMENT

1. Understanding about the purpose and scope of Assignment
2. Conceptual clarity about the program, its context, objectives and stakeholders involved
3. Approach and the theory of the change
4. Proposed Methodology and Implementation Strategy
5. Work plan

Annexure- V

TEAM COMPOSITION AND TASK ASSIGNMENTS

1. **Technical / Managerial/Key Staff:**

S.No.	Name	Position	Task

2. **Support Staff/Non Key Staffs:**

S.No.	Name	Position	Task

Annexure- VA

Format for Curriculum Vitae (CV) of Proposed Staff (should not exceed more than 4 A-4 sheets)

1. Proposed Position[only one candidate shall be nominated for each position]: _____

2. Name of Entity [Insert name of entity proposing the staff]: _____

3. Name of Staff [Insert full name]: _____

4. Date of Birth: _____ Nationality: _____

5. Education: [Indicate college/ university and other specialized education of staff member, giving names of institution, degrees obtained and dates of obtainment]: _____

6. Membership of Professional Associations: _____

7. Countries of Work Experience: [List countries where staff has worked in the last ten years]: _____

8. Employment Record: [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, position held]:

From [Year]: _____ To [Year]: _____

Employer: _____

Position held: _____

5. **Works Undertaken that Best Illustrate Capability to Handle the Tasks Assigned** [Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10]

Name of assignment or project _____

Year _____

Location _____

Client _____

Main project features _____

Position held _____

Activities performed _____

6. **Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, qualification and experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

_____ Date: _____

[Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative: _____

Annexure VI

Format for Declaration of existing strength of Agri – professionals in the firm

A declaration from the human resource department on the company letter head should be submitted to this respect.

This is to that M/s ABC has qualified Agri – professionals in India as of March 2020. The details of the same has been tabulated herewith.

Name of Employee	**Employee ID**	**Date of Joining the firm**	**Educationalqualification (Under-Graduate)**	**Educational qualification (Post-Graduate)**

On behalf of

Name:

Position

Seal and Signature

Financial Proposal

Annexure VII

Financial Bid Form
(Not to be filled manually)

Ref. Submission of Proposal against your RFP Reference No.: …… Our detailed financial proposal is as follows:

Sir,

I hereby submit our Proposal for the **"……."** **mentioned in the Tender document** within the time specified and in accordance with the special Terms and Conditions as well as Scope of work. The rates are quoted in the prescribed format given below:

Financial Bid-Part 1

Sl. No.	**Proposed Role**	**Fee / Month**	**No. of Experts**	**No of months**	**Total Fee/month (INR Rupees**
A	Key experts				
A1					
A2					
B	Non key experts				
B1					
B2					
C	Other reimbursable expenditures				

Sl. No.	Proposed Role	Fee / Month	No. of Experts	No of months	Total Fee/month (INR Rupees
C1					
	Total cost for providing consultancy services for 3 years				
	GST as Applicable				
	Total Cost to Company (Financial Bid for evaluation)				
	Total Cost to company in words (Financial Bid for evaluation)				

(Amount in Indian Rupees)

Terms of Reference

12. Introduction:

1.8. India is one of the largest fish producing countries in the world and shares 7.58% to the
global production. Contributing 1.24 % to India's' Gross Value Added (GVA) and 7.28% (2018-19) to the agricultural GVA, fisheries and aquaculture continue to be an important source of food, nutrition, income and livelihood to millions of people.

1.9. Andhra Pradesh stands first in the country in the fisheries sector both in terms of total fish and prawn production and total value of fish products. In 2017-18, the State had fish production of 34, 49,560 tons (28, 44,610 tons of inland fish and 6, 04,950 tons of marine fish) accounting for 27.4 % of India's production. The State is blessed with 974 kms of coastline, The State is endowed with vast inland public water bodies at an estimated water spread area of about 2.67 lakh hectares in the form of small reservoirs (1.50 lakh Ha), medium reservoirs (0.28 lakh Ha) and large reservoirs (0.89 lakh Ha). There are 350 Fish landing Centers holding 26,874 marine fishing crafts, 107 cold storages, 92 processing plants (4813 MT/day), 998 Aqua shops, 37 feed mills, 389 hatcheries and 228 Aqua labs.

1.10. The contribution of fisheries sector to State GSDP is 8.67 % (Current prices, 2019-20, AE). The Fish Production increased from 19.78 Lakh Tonnes in 2014-15 to 41.75 Lakh Tonnes in 2019-20 with average annual growth rate of 15.6%. The Gross Value Addition (GVA) from fisheries increased from Rs.17621 Crores in 2014-15 to Rs.50660 Crores in 2019-20 with average annual growth rate of 22.5% (constant prices). The State is contributing 36.13% share (Rs.16825 Crores) in total Seafood exports value of the country. The Aquaculture area in State increased from 1.40 lakh hectares in 2014-15 to about 2.00 lakh hectares in 2019-20

1.11. Fisheries and aquaculture remain an important source of food, nutrition, employment and income for millions, especially the rural populations. The sector provides livelihood to about 1.4 million Fish farming families at the primary level of the value chain. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and nutrient deficiency. Hence it is essential that sustained and focused attention is given to the fisheries sector through policy and financial support to accelerate its development in a sustainable, responsible, inclusive and equitable manner.

1.12. Various schemes and policies of the State Government has supported interventions in the best way at each step of the fish value chain for developing fisheries sector across the State through enhanced production and exploring export. In spite of having highest production, the per capita consumption in the

State is very low (1.8 kg per capita per annum in rural areas and 1.32 kg per capita per annum in urban areas) in comparison to average national per capita fish consumption of 7.5 kg to 10 kg per year and the global average of 20 kg to 30 kg per capita fish consumption per year. The State needs a dedicated programme on enhancing the per capita consumption of fisheries in the State through creation and development of value chain targeted at domestic consumption. Through this scheme the total expected per capita consumption within the state would be enhanced by additional 100,000 MT by 2021 and around 500,000 MT by 2025.

13. Objective:

2.1. The program aims at comprehensive development of the fisheries sector through appropriate interventions to address the critical gaps with an overarching goal of enhanced domestic consumption/per capita consumption, increase in farmer's income and better choice for consumers.

2.2. Promotion and Strengthening of FFPOs as business Startups and build their capacities and creating better marketing opportunities enhance domestic consumption and finally to increase the contribution of the fisheries sector to the State's GDP substantially.

2.3. Promotion and enhancement of the per capita Consumption of aqua products in the State by making the availability of the live fish, fresh fish and shrimp in the urban and rural areas.

2.4. Establishment of the Aqua Bazar in all Districts and developing value chain by creating FFPOs.

2.5. Strengthen and modernize value chain including creation of fisheries infrastructure to increase shelf life, reduction of post-harvest losses and production of value-added products.

2.6. Promote community partnerships, private participation and effective cooperative movement in fisheries sector to harness untapped potential in aqua products market in the State of Andhra Pradesh

2.7. Ensure food and nutritional security by increasing the per capita availability of safe, affordable, hygienic and quality fish/ directly from the fishers/fish farmers organized into FFPOs to the end consumer through the Aqua Bazar and Retail Point/ Janata bazar in urban & rural areas of Andhra Pradesh.

14. Scope of work and role of the Project Management Unit (PMU)

3.1. PMU shall undertake diagnostic study to identify the clusters (Production and consumption clusters) across the State.

3.2. PMU shall undertake formation, strengthening and promotion of Production FFPOs in production clusters and Marketing FFPOs at District level as per the FFPOs guidelines approved by the Nodal Agency.

3.3. PMU shall support Department of Fisheries in providing hand holding support, training and extension services to FFPOs and its members for better productivity and quality production of fish/shrimps. PMU will also facilitate and support FFPOs in marketing of fresh/live/processed fish/shrimps and other aqua products through aqua bazars.

3.4. Facilitate establishment and development of Aqua Bazars and retail supply chain model for smooth, unhindered flow of products from source to consumer within the State.

3.5. Facilitate Preparation of the Business Plans on for FFPOs.

3.6. Facilitate and support Department in effective monitoring of the scheme.

3.7. Support department in various events such as seminars, workshops, campaigns, roundtables, conferences etc. for brand promotion, awareness generation on schemes, providing thought leadership on fisheries development, knowledge sharing and scheme promotion.

3.8. PMU will facilitate and support Department promotional initiatives related to scheme promotion

3.9. Guiding the FFPOs by providing trainings in the standardization and uniformity of design, procurement, processing and packaging of fish and fishery products.

3.10. Support Department in development of and brand collaterals and knowledge products.

3.11. Facilitate and support in designing of E-Platform, website, traceability systems, customer care support system and mobile application to bring all stakeholders on a common platform.

3.12. Facilitate establishment of a system for customer feedback/ service to provide efficient responses and further enhance the brand and supply chain.

3.13. PMU will assist FFPOs and Nodal Agency in carrying out transaction for engagement of vendors and service providers for various services related to end to end supply chain management including development of aqua bazars and creation of other infrastructure facilities, purchase of goods and services, IT solutions etc.

4. Expected Team Composition and HR Requirements of PMU/PMA/TSG

The nature of assignments demands very specialized inputs in order to achieve the objectives of the assignment. Hence, the following would be the desired HR composition and requirements for the assignment:

Level	Composition	Education & Qualifications	Time Input (Person Month)
State Level	**Team Leader**	**Qualification**: MBA/ Agribusiness Management/ Rural Development/Masters Social Works/Sociology or equivalent from a recognized University or Institution with Bachelor of Engineering/B.Sc (Agri/Horti)/B.V.Sc/ B.Tech Food technology **Experience**: Minimum work experience of 15 years in NRM based livelihood promotion/ Agriculture/Horticulture/ Agribusiness /Rural Development Form total experience, he/she should have atleast 10 years of relevant experience in working across community institutions, livelihood promotion, FPO promotion and strengthening, Agribusiness, backward and forward linkages establishment, agri. supply chain development, value chain development, business plan developmentcommunity enterprise development, training and capacity building, and agro-infrastructure development	36
State Level	**Institution Building Expert**	Qualification: Post Graduation in Agribusiness Management, Rural Development, Social Works or equivalent Experience: Should have more than 10 years of experience in community mobilization, promotion and	36

Level	Composition	Education & Qualifications	Time Input (Person Month)
		strengthening of community organizations (SHGs / farmer groups / farmer producer organizations), capacity building of community-based organizations/FPOs	
State Level	**Senior Value Chain/Agribusiness Expert**	Qualification: MBA in Agribusiness Management with graduation Agriculture/Horticulture/fisheries Experience: Should have 10 years of experience in managing FPO promotion, agribusiness, backward and forward linkages establishment, agri. supply chain development, value chain development, business plan development, logistics and marketing linkage activities, business planning	
State Level	**Associate Value Chain Expert**	**Qualification**: Should have a post-graduation degree in Rural Marketing / Agribusiness Management/rural management and related fields **Experience**: s/He should have at least 3 years of professional experience in FPO promotion, backward and forward linkages, facilitating fruits, vegetables and agri commodityB2B / B2C business development, establishing market linkages for FPOs, capacity building of farmer producer organizations on quality assurance, business models, e-platform based marketing, outlet establishment, etc.	36

Level	Composition	Education & Qualifications	Time Input (Person Month)
State Level	**Procurement, branding CommunicationExpert**	**Qualification**: Master's Degree in BusinessAdministration/ rural development/ Food technology/Marketing from a reputed and recognized university/institute. **Experience:**Minimum work experience of 5 years in working on quality standards, traceability and certification in fisheries / agriculture/ Dairying/ Animal Husbandry/ Food processing/Rural Development or similar domains meeting international/global export requirements/standards	36
State Level	**IT/MIS Expert**	**Qualification**: Minimum educational qualification –M. Tech (IT/CS), MCA or MBA or equivalent with relevant Graduation in IT/ITES/BE (Computer Science) from a reputed and recognized University or Institution **Experience**: Minimum work experience of 5 (five) years in designing and maintenance of MIS system, development/management of online IT solution or MIS dashboard,	36
District Level	**District Team Resource**	**Qualification**: Should have a post-graduation degree in Rural Marketing/Agribusiness Management/rural development/Social workor graduation in Agriculture/ horticulture/fisheries/engineering/food technology and related fields	36

Level	Composition	Education & Qualifications	Time Input (Person Month)
		Experience: Should have 3 years of work experience in fisheries/agriculture/Dairying/Animal Husbandry/Food processing/Rural Development/ FPO promotion or similar domain	
State Level	**Administrative and Project Assistant**	**Qualification:** Should have post-graduation/Graduation in relevant field **Experience:** Should have 3 years of experience in providing administrative and project management support, handling office tasks, such as filing, generating reports and presentations, setting up for meetings, maintain stakeholder communication, letter drafting and other administrative works	36

5. MONITORING AND REPORTING ARRANGEMENTS

The proposed assignment of Implementation of scheme on Promotion of Domestic consumption through Fisheries FFPOs and Value Chain Intervention for Department of Fisheries, Government of Andhra Pradesh, would be measured through collective actions done by the FFPCs as a result of their effective governance, management and operational activities. The assignment will be monitored by a review committee constituted underDepartment of Fisheries comprising the Commissioner Fisheries, along with representatives of the Departments, Monitoring & Evaluation Cell, MIS Cell on Quarterly Basis. This review committee will be constituted to interact with the consultant or agency, review and monitor the progress of the assignment on a regular basis.

PMU would assist Department in effective monitoring of the project by way of providing quarterly status updates on each approved project. PMU would review and suggest improvements in the reporting templates. The team will further assist in mid-term and annual reviews of the schemes.

6. Award of Assignment

After selection, a Letter of Award shall be issued in duplicate by the Department, Government of Andhra Pradesh to the Selected consulting agency and the consulting agency shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in the acknowledgement thereof. The LOA shall constitute the Agreement for the purpose of this consultancy assignment.

7. Terms of Payment

Payment of professional fee will be made on Quarterly basis upon the submission of an invoice backed by Quarterly Progress Reports outlining the areas covered in Terms of Reference of this RFP. Payment of professional fees would be made within two weeks of submission of invoices.

8. Penalty Clause

For non-performance / delayed performance, the following penalties may be imposed on the PMU:

a) Forfeiture of Performance Security

b) Deduction of 1% of fees of instalment due to each week of delay or part thereof wherever any deadline is fixed subject to ceiling limit of 5% of professional fees due.

Section –5: Awarding of Contract

1. Notification of Award

Prior to the expiration of the period of validity of tenders, Department of Fisheries, GoAP will notify the selected Agency in writing by letter or by e-mail to be confirmed in writing, that its tender has been accepted.

2. Performance Guarantee

2.1. The selected agency shall furnish performance guarantee for a value equivalent to 5% of the contract value in the form of a bank guarantee from any scheduled commercial bank, valid up to three months beyond the maintenance period of 1 year.

2.2. The format of the bank guarantee shall be as approved by the Department of Fisheries.
Any request for extension of time for providing the performance guarantee would not be entertained.

2.3. Failure of the Selected Agency to furnish performance guarantee to the satisfaction of the Department of Fisheries shall constitute sufficient grounds for the annulment of the award and forfeiture of the earnest money deposit.

2.4. The entire recoverable amount accrued as per terms of the contract or any other liability arising and unpaid will be charged from the above security deposit amount for which The Agency/Vendor shall have no objection.

3. The signing of the Contract:

3.1. The Selected agency shall sign the Contract with the Department of Fisheries, within 7 days of award of tender as per the time stipulated in the Letter of award/intent.

3.2. Failure of the selectedagency to sign the contract within the stipulated time shall constitute sufficient grounds for the annulment of the award and forfeiture of the Earnest Money Deposit.

4. Liability and Indemnity

4.1. The successful bidder shall indemnify the Department for any loss, costs, expenses or damages that may be incurred or caused or suffered due to or as a result of lapse, error, commission, omission, negligence etc. on the part of bidder or any of their staff, agents, representatives, employees.

4.2. In the event of the bidder having been adjudged as insolvent or going into liquidation or winding up their business or making arrangement with their creditors, the department shall be at liberty to terminate the contract forthwith and to realize from the bidder all resultant losses, damages, costs incurred without prejudice to any other rights or remedies under the contract and law.

4.3. The department shall also have, without prejudice to other rights and remedies, the right in the event of breach by the bidder of any of the terms and conditions of the contract, or failing to observe any of the provisions, obligations governing the contract, to terminate the contract forthwith and to forfeit the Security Deposit or any part thereof for recovery of all losses, damages, costs and expenses which may be incurred by department consequent to such termination and/or in completing the assignment. The department may also effect recovery from any others sums then due to the bidder or which at any time thereafter may become due under this or any other contract with the department. In case the sum is not sufficient to cover the full amounts recoverable, the bidder shall pay the department on demand the entire remaining balance due.

4. Limits on Promotion

The bidder(s) shall not perform any kind of promotion, publicity or advertising etc. through any kinds of hoardings, banners or the like without prior approval of concerned authorities.

5. Confidentiality

Department of Fisheries, GoAP may allow the selected bidder to utilize highly confidential information as per the needs of the Project and the bidder (including its employees, contractors, agencies and representatives) shall maintain the highest level of secrecy, confidentiality and privacy with regard thereto. No member of bidder's team shall, without prior written consent from Department of Fisheries, GoAP, make any use of any Confidential and Proprietary Information given, except for purposes of performing this Agreement.

6. Data Protection

All data produced or obtained as part of this engagement shall be a property of the Department of Fisheries, GoAP and must be submitted to the Department of Fisheries as required. Any misuse/leakage of the data can lead to cancellation of the contract and the department shall initiate legal action against the agency/its employees.

7. Liability of Personnel

6.1. The Agency shall be solely responsible for complying with all statutory responsibilities and liabilities in respect of the personnel engaged by him and liable for obtaining all mandatory registrations and deposit of contribution under various enactments. There shall not be any Master servant relationship between the Agency's personnel and Department of Fisheries.

6.2. If, on account of default of the Agency, the department is compelled to make any payments/contributions or discharge any responsibility/ liability of the Agency, the department shall been titled to recover and/ or set off such amounts/ expenses

incurred from the amounts due to the Agency under this or any other contract with the department without prejudice to the right of department to initiate appropriate legal proceedings for recovery of such amounts.

6.3. The Agency shall indemnify the department against all claims what so ever arising out of his default in respect of the personnel engaged by him under any Statute/ Law in force. The department shall in no way be responsible for any liabilities arising out of the Agency's contractual obligation with its personnel, experts, engineers, subcontractors, licensors, collaborators, vendors, or subsidiaries, including but not restricted to statutory obligations towards EPFO, Income Tax department etc.

6.4. The Agency shall maintain and submit all Records & Returns prescribed under all theapplicable enactments to the designated Authorities within the prescribed time limit and also inform to the ……..or any Officer acting on the contract as entered into between Department of Fisheries, Andhra Pradesh and the Contractor shall in no way nullify, reduce, mitigate or absolve the parties of any responsibility, obligation or liability that may devolve upon them under any statutory/mandatory provisions prevailing in India. Liabilities of the Bidder in respect of obligatory laws remain unaffected and Bidder shall remain responsible for settlement of claims, if any, of third parties who may suffer damages either due to the fault of the Bidder or its employees and Associates.

6.5. Contractor shall be solely responsible for all claims arising out of any damage, accident, death etc. of the personnel of the contractor

8. Corrupt or Fraudulent Practices

8.1. The Department of Fisheries requires that agency observe the highest standard of ethics at the time of bidding and while providing services to the Department of Fisheries. In pursuance of this policy, for the purposes of this clause,

8.2. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of an official in the procurement process or in contract execution;

8.3. "Fraudulent practice" means a misrepresentation of facts in order to influence the procurement process or the execution of a contract to the detriment of Department of Fisheries and includes collusive practice among agencies (prior to or after tender submission) designed to establish tender prices at artificial non-competitive levels and to deprive the Department of Fisheries of the benefits of free and open competition.

8.4. The Department of Fisheries may reject the tender of the lowest agency/any other Tender if it determines that the agency has engaged in corrupt or fraudulent practices in competing for the contract in question.

8.5. The Department of Fisheries may withdraw the notification of award if it determines that the selected agency has engaged in corrupt or fraudulent practices in competing for the contract in question. The Department of Fisheries may declare an agency ineligible, either indefinitely or for a stated period of

time, to be awarded a contract, if it at any time it determines that the agency has engaged in corrupt or fraudulent practices in competing for the contract in question.

9. Termination of Contract

1.1. Tender Inviting Authority may without prejudice to any other remedy for breach of contract, by written notice of default with a notice period of 15 days, sent to the Successful Bidder, terminate the contract in whole or part,

1.2. If the Successful Bidder fails to deliver any or all of the services within the time period(s) specified in the Contract, or within any extension thereof granted by Tender Inviting Authority; or

1.3. If the Successful Bidder fails to perform any of the obligation(s) under the contract; or

1.4. If the Successful Bidder has engaged in fraudulent and corrupt practices in competing for or in executing the Contract.

1.5. In the event of Tender Inviting Authority terminating the Contract in whole or in part, Tender Inviting Authority may engage other Bidders, upon terms and in such manner, as it deems appropriate, the services similar to those and delivered and the Successful Bidder shall be liable to Tender Inviting Authority for any additional costs for such similar services capped to total amount paid to the consultant. However, the Successful Bidder shall continue the performance of the Contract to the extent not terminated.

1.6. Tender Inviting Authority may at any time terminate the Contract by giving written notice with a notice period of 15 days to the Successful Bidder if the Successful Bidder becomes bankrupt or otherwise insolvent. In this event, the termination will be without compensation to the Successful Bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to Tender Inviting Authority.

1.7. Tender Inviting Authority may by written notice, with a notice period of 15 days sent to the Successful Bidder may terminate the Contract in whole or in part at any time for its convenience. The notice of termination shall specify the termination is for Tender Inviting Authority's convenience, the extent to which performance of work under the contract is terminated and the date upon which such termination becomes effective. On termination, the Successful Bidder is entitled to compensation to the extent of work done till the date of termination.

10. Dispute Resolution and Litigations

10.1. Any dispute regarding operation and maintenance of processing lines shall be resolved in accordance with the guidelines for dispute resolution by the department of Fisheries.

10.2. Subject to the aforesaid, the Courts in Vijaywada or adjured city alone shall have jurisdiction in respect of any matter arising from or related to this tender or the Contract.

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)